



Smokefree Business is Good Business!



Understanding the Benefits of Making Your Business Smokefree

Business owners can realize cost savings and many other positive and tangible benefits when they eliminate tobacco smoke from the workplace.

According to Montana law, most indoor public places are required to be **smokefree** as of October 1, 2005. For the majority of businesses and workplaces in Montana, this new public health law will not alter existing policies that have been in place for years – protecting the health of both employees *and* customers. For others, it will be a time of change and commitment to a new norm – ushered in by decades of past scientific studies and debate. For those businesses and workplaces that are considering how this new law will impact their livelihood, we ask that you consider the following reasons why smokefree business makes good business sense for Montana.

1. The People of Montana Want Smokefree Business.

- 🚫 **Four out of five** Montanans **DO NOT** smoke (80.1%).¹
- 🚫 71% of Montanans recently polled indicate they support a statewide law to provide consistently smokefree public places.² This represents the opinion of nearly **three-fourths** of Montanans.

2. Smokefree Businesses Save Money.

- 🚫 Landlords and restaurants with smokefree premises have negotiated lower fire and property insurance premiums.³ Fire insurance is commonly reduced 25-30% in smokefree businesses.⁴
- 🚫 Dozens of companies offer discounts on life, disability, and medical insurance for nonsmokers.
- 🚫 A survey of businesses conducted by the *Building Owners and Management Association (BOMA) International* found that the elimination of smoking from a building reduced cleaning expenses by an average of 10%. Smoking was also cited as the number one cause of fires on a BOMA fire safety survey.⁵
- 🚫 Making your business smokefree reduces fire risk. The National Fire Protection Association found that in 1998, smoking caused 8,700 fires in non-residential structures resulting in direct property damage of \$60.5 million.⁶
- 🚫 Smokefree laws add value to businesses. For example, restaurants in smokefree cities have a higher market value at resale (an average of 16% higher) than comparable restaurants located in cities covered with no formal smokefree laws.⁷
- 🚫 Making your business smokefree will encourage your employees who smoke to quit or reduce the number of cigarettes they smoke. Employees that smoke have about two times more lost production time per week than workers who never smoke, a cost of \$27 billion to employers.⁸
- 🚫 It is a fact that employees who smoke cost their employer an average of \$2,189 in workers' compensation costs compared with \$176 for nonsmokers.⁹

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- ☞ The U.S. Centers for Disease Control and Prevention (CDC) puts an annual \$3,391 price tag on each employee who smokes: \$1,760 in lost productivity and \$1,623 in excess medical expenditures.¹⁰ In addition, estimated costs associated with secondhand smoke's effects on nonsmokers can add up to \$490 per smoker per year.^{11,12}

3. Smokefree Businesses Help Save Lives.

- ☞ The health consequences from exposure to secondhand smoke are clear. Secondhand smoke is a known human carcinogen, meaning it causes CANCER. Secondhand smoke is associated with an increased risk for lung cancer and coronary heart disease in nonsmoking adults.^{13, 14, 15}
- ☞ Working a shift in a smoky bar is equivalent to smoking nearly a pack of cigarettes per day!¹⁶
- ☞ Waitresses die from higher rates of lung and heart disease than any other female occupational group – 4 times as many lung cancer deaths and 2-1/2 times as many heart disease deaths.¹⁶
- ☞ Hospitality businesses located in smokefree cities have, on average, 84% less indoor air pollution than restaurants, bars, pool halls, bingo parlors, and bowling alleys in cities that do not have smokefree protection. Smokefree bars and restaurants (with no smoking in attached bars) have 90% less indoor air pollution; bowling alleys, bingo parlors, and pool halls have 76% less; and restaurants that allow smoking in attached bars have 58% less indoor air pollution.¹⁷
- ☞ Each year, an estimated 175 Montanans who never themselves smoked, die from breathing someone else's tobacco smoke in the workplace or home.¹⁸

4. Smokefree Business Just Makes Good Sense!

- ☞ Smokefree air is very popular with the public. According to a national "Zagat Survey" of more than 110,000 restaurant patrons in the U.S., 4 out of 5 said that all restaurants should be smokefree, and 32% said they would go out to eat more often if restaurants were smokefree.¹⁹
- ☞ Many recent studies show that comprehensive smokefree laws **DO NOT** have adverse economic effects (e.g. reduced sales) on restaurants and other businesses.^{20, 21, 22}

Need More Information on Montana's New Clean Indoor Air Act?

Contact the **Montana Tobacco Use Prevention Program** for more information and for the names of local educators or representatives who may be able to answer your questions.

Montana Tobacco Use Prevention Program

PO Box 202951

Helena, MT 59620-2951

Toll-Free Information Line: 866-787-5AIR (866-787-5247)

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